

# **National Influenza Vaccine Summit 2008 Update**

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# National Influenza Vaccine Summit

- “the Summit” was started in 2000
- Co-sponsored by the AMA and the CDC
- Comprised of more than 400 members representing more than 100 public and private organizations
- Acts to resolve influenza and influenza vaccine issues

# 2007 Activities

- 2<sup>nd</sup> annual National Influenza Vaccine Week (NIVW)
- Weekly emails and conference calls
- Health-care personnel conference call
- NFID Health-care personnel press briefing
- ALA Faces of Flu campaign

# 2008 Summit Meeting

- Location – Atlanta, GA
- Dates – May 12 and 13
- Goals
  - Increase/expand health-care provider participation in 2008-09
  - Address myths and misconceptions by health-care providers and the public
  - Expand the influenza vaccination season

# Increase/expand health-care provider participation in 2008-09

- Barriers
- Best practices
- Intervention demonstration projects
- Role of professional healthcare organizations
- Providers *not* offering vaccine
- Providers *already* offering vaccine
- Influenza logo

# Address myths and misconceptions by health-care providers and the public

- Identify, evaluate, promote models already being used
- Identify, develop training programs to increase provider awareness
- Consolidate messages from different Summit partners

# Expand the influenza vaccination season

- Develop, implement, evaluate new and different methods
  - Timing of vaccination
  - Interventions in traditional and non-traditional venues
- Incorporate new and different methods and targets for NIVW
  - Timing
  - Messages
  - Research communication plans